

# Sara Woodward

Chicago, IL

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**CHIEF MARKETING OFFICER**

## Overview

Sara is an experienced professional in the legal marketing industry, boasting over 17 years of expertise. Throughout her career, she has witnessed the evolution of business development practices and leverages her broad perspective to guide the firm through fundamental shifts in the ever-changing business landscape. As the Chief Marketing Officer, Sara plays a pivotal role in shaping the firm's strategic approach to business development, marketing and communications.

Leading a team of nine highly skilled individuals, Sara fosters an environment where diverse thought processes and specialized skills converge. Each team member brings their own unique expertise to the table, contributing to the collective success of the firm.

With a background in communication, public relations and advertising, Sara effectively utilizes her education and rich experiences to propel innovative business development initiatives forward at Amundsen Davis. Her responsibilities encompass strategic planning, coaching for personal development, devising business plans, educating firm attorneys, designing effective teams, developing pricing strategies, and serving as a reliable resource for the attorneys, assisting them in their growth endeavors.

## Membership & Involvement

- Member: Legal Marketing Association

## EDUCATION

DePaul University, M.A., 2011  
Purdue University, B.A., 2006